



Golf Course Superintendents Association of America

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GCSAA, Nufarm create leadership program for assistant golf course superintendents

EXCEL program targets future leaders of golf course management industry

Lawrence, Kan. (Oct. 3, 2017) — The Golf Course Superintendents Association of America (GCSAA) has partnered with Nufarm to offer the EXCEL Leadership Program for assistant golf course superintendents. EXCEL offers leadership training for personal, career and community/industry stewardship.

The name EXCEL represents the education, cross training, community, encouragement and leadership development that the program provides.

The program, administered through GCSAA's philanthropic organization, the Environmental Institute for Golf, will feature two, two-day training sessions at Nufarm's headquarters in Chicago and GCSAA headquarters in Lawrence, Kan., each year of the three-year program cycle. In addition to the two-day training events, EXCEL members will also receive five-day trips to the annual Golf Industry Show

"With help from our friends at Nufarm, the EXCEL program will offer an unprecedented opportunity for assistant superintendents to advance their skills and take the next step in their careers," GCSAA CEO Rhett Evans said. "And the multi-year format will allow them to build a solid network as they go along the journey."



Applications for the 2018 class are due Nov. 3, 2017. EXCEL is open to Class C GCSAA members who are currently employed as an assistant golf course superintendent in the U.S. or Canada. Applicants must complete two essay questions and commit to the program for three years. Up to 12 assistant golf course superintendents will be chosen each year by a selection committee composed of the EXCEL Advisory Board and representatives from Nufarm.

“We are pleased to partner with GCSAA to bring the EXCEL Leadership Program to reality,” expresses Steve Vincent, Nufarm Turf & Ornamental sales manager. “We believe in the work that GCSAA continues to put in to improve and educate the golf industry and are pleased to become an active partner in joining them in developing our future leaders.”

Nufarm North America President and General Manager Brendan Deck shares Vincent’s sentiment. “Nufarm strives to make life easier and better for our customers. The EXCEL Leadership program takes this concept to the next level by providing a foundation for our current and future customers allowing them to gain the skills, network and confidence going forward.”

With this commitment, Nufarm will be a new member of the EIFG’s Platinum Tee Club. In addition, Nufarm will be recognized at the Presidential Club level for donors who have committed between \$100,000 - \$249,999 since 1987.

About GCSAA and the EIFG

The Golf Course Superintendents Association of America (GCSAA) is a leading golf organization in the United States. Its focus is on golf course management, and since 1926 GCSAA has been the top professional association for the men and women who manage golf courses in the U.S. and worldwide. From its headquarters in Lawrence, Kan., the association provides education, information and representation to nearly 18,000 members in more than 78 countries. The association’s mission is to serve its members, advance their profession and enhance the enjoyment, growth and vitality of the game of golf. Visit GCSAA at www.gcsaa.org or find us on [Facebook](#) or [Twitter](#). Visit our industry-leading magazine at GCOnline.com.

The Environmental Institute for Golf is the philanthropic organization of the GCSAA. Its mission is to foster sustainability through research, awareness, education, programs and scholarships



for the benefit of golf course management professionals, golf facilities and the game. Visit EIFG at www.eifg.org.

About Nufarm Americas

As a leading supplier to the golf superintendent, Nufarm's US turf and ornamental team delivers a portfolio of products meeting the value, efficacy, and innovation demanded by the market to solve the daily pest issues you face. Trusted products such as Stellar, Affirm, 3336 and Millennium Ultra 2 have been your go-to products for years and innovative solutions such as Anuew, Pinpoint and Celero are more recent Nufarm solutions. An unsurpassed customer service team coupled with the sales and technical resources, all with a mission to solve your problems, sums up the personality of your Nufarm team.

Nufarm Americas, Inc. is a subsidiary of Nufarm Limited, a manufacturer, supplier and marketer of crop protection products based in Australia. Nufarm is recognized as one of the leading agricultural and turf chemical manufacturers in the world. Nufarm Americas, Inc. formulates products that serve the agricultural, professional turf, vegetation management and forestry markets in the United States.